

THE AMBIGUITY OF ENGLISH ADVERTISEMENT

Dian Anik Cahyani⁽¹⁾, Aang Fatikhul Islam⁽²⁾
(diananik.stkipjb@gmail.com)⁽¹⁾, (aang.stkipjb@gmail.com)⁽²⁾
STKIP PGRI Jombang, East Java

ABSTRACT

This is a qualitative research on applied linguistic which is conducted to find applied semantic theory about ambiguity, a condition where an utterance has two or more interpretations. The writers uses Kreidler's theory which classifies ambiguities into three kinds; lexical, referential, and syntactic which is divided into two types; surface structure and deep structure. The discussion includes kinds of ambiguity that are found and their interpretations. The data sources is English advertisement and the data is English advertisement utterances in banners, posters, and billboards. The writers collects the datas by taking in a picture, selecting, and presenting. The next is analysis and conclusion. There are 33 datas that are found, they are twelve banners, eleven posters, and ten billboards. From banners, there are three lexical, no referential, six surface structure, and three deep structure ambiguities. From posters, there is no lexical, one referential, four surface structure, and six deep structure ambiguities. From billboards, there are two lexical, two referential, four surface structure, and two deep structure ambiguities. Generally, the ambiguities are dominated by surface and deep structure ambiguity.

Keywords: *Ambiguity, Banner, Poster, Billboard*

INTRODUCTION

In semantic, there is a discussion in it which is also important to know and understand, that is ambiguity. Sometimes, language is not easy enough to understand. It is ambiguous for the readers or listeners. According to Adisutrisno (2008:59), a proposition is ambiguous when there are two interpretations of meaning. It is a condition when a proposition has two interpretations of meaning.

Ambiguity can happen in two forms; spoken and written.

According to Stageberg (1964:111), understanding spoken language is easier than understanding written language. Based on Stageberg, spoken language is easier to understand than written one. In spoken language, listener can ask directly to the speaker to clarify something that is ambiguous, but it is not in written language. That is why, ambiguity in written is more difficult to understand. Based on the

explanation, the writer is interested to make an analysis about ambiguity in written language.

To conduct it, the writer chooses English advertisement utterance in banner, poster, and billboard as the object. Advertisement is an important sign to understand, because it shows the products description, or at least the workshop type, and people always read and need to understand it before they decide to have a transaction with the shop, but when it consists English utterance and it is ambiguous, the advertisement can be understood into more than one interpretations. People can catch what the advertisement shows differently than what the advertisers mean.

That is why, an analysis about ambiguity in English advertisements will have a certain important role in society to help them understanding the interpretations, so they will be more careful in understanding the advertisement before having transaction. In this study the writer want to know about the kinds of ambiguity and the interpretations of English advertisement in banners, posters, and billboards.

THEORITICAL BACKGROUND

Semantics is the study of the meaning of words, phrases and sentences. In semantic analysis, there is always an attempt to focus on what the words conventionally mean, rather than on what an individual speaker might want them to mean on a particular occasion. This approach

is concerned with objective or general meaning and avoids trying to account for subjective or local meaning. Doing semantics is attempting to spell out what it is we all know when we behave as if we share knowledge of the meaning of a word, a phrase, or a sentence in a language (Yule, 2010:112).

Yule says that semantic is the study about meaning. Further, he explains that semantic is more concern on what the words, phrases, or sentences mean, rather than the speakers' one with their utterance. Semantic has more concentration to the object, not subject. So, the activity is objective, not subjective. Having semantic make us explore our knowledge to reach certain meaning of the word, phrases, or sentence that we find.

Each utterance has meaning. As we know, meaning is the main part of utterance or statement. Without meaning, something that we speak or write will be useless. So, meaning is the most important substance in an utterance or statement. Actually, there are some utterances or statements that have a little confused meaning. It means, it has double meaning or more. The utterances or statements are ambiguous. And semantic discusses it in the special topic, it is ambiguity.

Ambiguity

Ambiguity is the condition whereby any linguistic form has two or more interpretations (Kreidler, 2002:298). According to Kreidler,

ambiguity occurs when a linguistic form can be interpreted into two or more meanings. So, when we find a statement and we understand the meaning by our thinking, but in another hand there is another one who understand it in another different way from us, the statement can be an ambiguous one.

Ambiguity happened in many languages, not only English. As what Lyon (1979:396) states that it (ambiguity) is a universally recognized and demonstrable fact that many of the acceptable utterances of English and other languages are ambiguous, they can be interpreted in two or more different ways. The statement shows us that ambiguity can be in many languages. It means, each languages has an occasion to have an ambiguity. So, we can conclude that ambiguity is everywhere. And once, it happened when we can interpret and get two or more meanings from it, because it actually has two or more ones.

Kinds of Ambiguity

Ambiguity can happen because of several factors. It does not only occur in one way. That is why there are some classifications on how ambiguity is formed. Kreidler had written those several types of ambiguity.

a. Lexical Ambiguity

When homonyms can occur in the same position in utterances, the result is **lexical ambiguity**, as in, for example, "I was on my way to the

bank." Of course, the ambiguity is not likely to be sustained in a longer discourse. A following utterance, for example, is likely to carry information about depositing or withdrawing money, on the one hand, or, on the other hand, fishing or boating (Kreidler, 2002:55).

According to Kreidler above, lexical ambiguity can happen when the speaker or writer use a homonym, a word which has two or more meanings in the same sound and graph. It can make an ambiguity because it has two or more meanings, so people can interpret it in some ways, of course it just happened when the meanings are appropriate enough to substitute each other.

b. Referential Ambiguity

Misunderstandings occur when a speaker has one referent in mind for a definite expression like George or the papers, and the addressee is thinking of a different George or some other papers. No doubt we have all experienced, and been troubled by, this kind of problem in reference. We can see other instances of referential ambiguity that are due to the nature of referring expressions, the vagueness that pieces of language necessarily have (Kreidler, 2002:151)

Based on the definition above, we can conclude that ambiguity also can happen because of difference in looking the reference. When one object can be interpreted into two or more references, it will product an ambiguity. Simply, when someone says or writes A, some listeners or

readers think A in the house, but some others may think A in the school, so they can be able to have different references in their mind about one object. Further, Kreidler (2002:151) shows how referential ambiguity occur with the examples as the following.

- 1) An indefinite referring expression may be specific or not
Example : I wanted to buy *a newspaper*
Here a newspaper may refer to a specific newspaper or some newspaper, any newspaper?
- 2) Anaphora is unclear because a personal pronoun, he, she, it or they, can be linked to either of two referring expressions
Example : Jack told Ralph that a visitor was waiting for *him*
Him here may refer to Jack or Ralph?
- 3) The pronoun you is used generically or specifically
Example : If *you* want to get ahead, you have to work hard.
Is *you* the addressee or is this sentence a general platitude?
- 4) A noun phrase with every can have distributed reference or collected reference
Example : I'm buying a drink for everybody here.
One drink for all or one drink for each?

c. Syntactic Ambiguity

Beside two kinds of ambiguities above (lexical and referential), there is another one which is different from

them, that is syntactic ambiguity. Syntactic ambiguity is divided into two types; surface structure and deep structure.

Syntactic ambiguity may be in the *surface structure* of a sentence: words can cluster together in different possible constructions. Syntactic ambiguity may also be in the *deep structure*: one sequence of words may have more than one interpretation, generally because the rules of sentence construction allow ellipsis, the deletion of what is 'understood.' (Kreidler, 2002:169).

The explanation from Kreidler above tells us that surface structure happened when groups of word in the sentence can be arranged to some different constructions. By being arranged, it can has different meanings. So, the ambiguity depends on the sentence construction only, that is why it can be found in the surface, surface structure. And deep structure shows an ambiguity from its meanings without changing its construction. So, it does not have any relationship with its structure, because the multi interpretations are inner the sentence (deep). Further, Kreidler (2002:169) classifies both surface structure and deep structure to the more spesific types and explains them by the examples as the following.

❖ Surface Structure

- 1) constructions containing the coordinators and and or
Example:
John and Mary or Pat will go.

- ([John] and [Mary or Pat], or [John and Mary] or [Pat])?
- 2) a coordinate head with one modifier
 Example:
 The only people left were old men and women.
 ([old men] and [women], or old [men and women])?
- 3) a head with a coordinate modifier
 Example:
 Your essay should contain four or five hundred words.
 ([4] or [500], or [400] or [500])?
- 4) a head with an inner modifier and an outer modifier
 Example:
 The sick pet was taken to a small animal hospital.
 ([small] [animal hospital], or [small animal] [hospital])?
- 5) a complement and modifier or two complements
 Example:
 Joe bought the book for Susan.
 ([bought] [the book for Susan], or [bought the book] [for Susan])?
 The tourists objected to the guide that they couldn't hear.
 [objected to] [the guide that they couldn't hear], or [objected to the guide] [that they couldn't hear])?
- 6) certain function words, including not, have possible differences in scope
 Example:
 The tennis courts are open to members *only* on Thursdays.

([members only], or [only on Thursdays])?
 I'd like to find ten *more* interesting articles.
 [ten more] [interesting articles], or [ten] [more interesting articles]?
 They *didn't* leave because they were angry.
 [didn't leave] [because...], or [didn't] [leave because...])?

❖ Deep Structure

- 1) Gerund+object or participle modifying a noun
 Example : Overtaking cars on the main road can be dangerous.
 ('Overtaking cars is dangerous' or 'Cars overtaking are dangerous').
- 2) Adjective+infinitive, tied to subject or to complement
 Example : The chicken is too hot to eat.
 ('Too hot to eat anything' or 'too hot for anybody to eat it')
- 3) Ellipsis in comparative constructions
 Example : I like Mary better than Joan.
 ('Better than I like Joan' or 'better than Joan likes Mary')

METHOD

This is a qualitative research, Qualitative research seeks to understand what, how, when, and where of an event or an action in order to establish its meaning, concepts, and definitions, characteristics, metaphors, symbols, and descriptions (Angrosino in Latief,

2013:76). This study is done to find the ambiguous utterances of English advertisement in banners, posters, and billboard and do the analysis on it to understand its interpretations, the possible meanings that the advertisement has. The source of data is English advertisement in banners, posters, and billboards and the data is utterances of English advertisement in banners, posters, and billboards. The writers collect the data by taking in pictures, selecting, and presenting. The next is analysis and conclusion.

FINDINGS AND DISCUSSION

The data are classified based on the publication media (banner, poster, and billboard). Each data is presented one by one and analyzed directly based on the problem of the research.

1. Banner

a. Data (**Build something great**)

The data has an utterance *Build something great*. This advertisement is ambiguous because the word *great* can be interpreted into more than one meaning. *Great* can mean *big* (in size) or *wonderful* (in quality). That is a homonym. So, this is a lexical ambiguity. Its interpretations are; the banner states that the product can build something big (in size), or something wonderful (in quality).

b. Data (**Full synthetic lubricant**)

Full synthetic lubricant is the utterance of data. The utterance

consists of an inner modifier (*synthetic*) and an outer modifier (*full*). *Full and synthetic* at once can be a modifier for *lubricant* or place *full* only as a modifier for *synthetic lubricant*, those will produce different meanings. It is surface structure ambiguity. Here are the interpretations; [Full][synthetic lubricant], the product is a synthetic lubricant which is full, or [Full synthetic][lubricant], it is a lubricant which is synthetic fully.

c. Data (**Great fabric with great character**)

The advertisement is about seat of car. *Great fabric with great character* is its utterance. *Great* has two meanings; *large* or *wonderful*. Defining *great* for modifying *fabric* as *large* will produce different meaning from *wonderful*. It has a homonym, so it can be concluded that data has a lexical ambiguity, but it can not be applied for modifying *character*, because *large/big character* and *wonderful character* has similar sense. The interpretations are; the banner advertises the large fabric seats of car which has a great character or good quality, or the wonderful fabric seats of car which has a great character or good quality.

d. Data (**Gudo Toys**)

Gudo Toys, that is the utterance of data. It is a place for buying

toys (toys store) or for playing toys (toys rent)? This ambiguity is happened because of omitting one or some words in it. This is a deep structure ambiguity. The interpretations are; It is a place for buying toys, or a place to rent toys.

e. Data (Hair beauty and wedding)

This is the utterance : *Hair beauty and wedding*. It has a coordinate head (*beauty and wedding*) with one modifier (*hair*). Positioning *hair* as a modifier for *beauty and wedding* will produce different meaning from *hair* as a modifier for *beauty* only, not for *wedding*. That is surface structure ambiguity. The interpretations; [Hair][beauty and wedding], it is about hair beauty and hair wedding, the shop may offers a hair beauty service and hair wedding rental or store, or [Hair beauty][and wedding], the advertisement is about hair beauty and wedding in general (not hair wedding only), the shop may offers a hair beauty service and wedding preparation service; clothing, decorating, or others.

f. Data (Integrated audio solution)

The utterance is *Integrated audio solution*. *Integrated* can be a modifier for *audio solution*. Beside it, *Integrated audio* can be a modifier for *solution*. It can be happened

because this utterance has an inner modifier (*audio*) and outer modifier (*integrated*). Understanding this character, it can be known that data has a surface structure ambiguity. The interpretations are; [Integrated][audio solution], audio solution which is integrated, the workshop has an audio solution that is integrated, or [Integrated audio][solution], a solution for integrated audio, so when someone has a problem with his integrated audio, the workshop can solve that problem.

g. Data (Motorcycle tyre and tube)

Motorcycle tyre and tube. It has a coordinate head (*tyre and tube*) with one modifier (*motorcycle*). The ambiguity occurs when *Motorcycle* is arranged as modifier for *tyre* only in one side, and *Motorcycle* as modifier for *tyre and tube* in another side. It is a surface structure ambiguity. The interpretations are; [Motorcycle][tyre and tube], the workshop provides motorcycle tyre and motorcycle tube, or [Motorcycle tyre][and tube], the workshop provides motorcycle tyre and general tube.

h. Data (Printing quality)

The data has an ambiguity because the utterance, *printing quality*, consists of *verb ing+complement*. It can be interpreted as

gerund+complement or *participle which modifies a noun*. Those interpretations produce different meaning each other. This is a character of deep structure ambiguity. The interpretations are; the shop has an ability to print a quality, or the shop has products with high quality which can print good results.

i. Data (**Sampoerna retail community**).

The utterance has an inner modifier (*retail*) and outer modifier (*Sampoerna*). Located *Sampoerna* as modifier for *retail community* will give different meaning from *Sampoerna retail* as modifier for *community*. It is a surface structure ambiguity. Here are the interpretations; [Sampoerna][retail community], a retail community which the name is Sampoerna, or [Sampoerna retail][community], a community which retails Sampoerna products.

j. Data(**Spreading happiness all around**)

Spreading happiness all around, that is the data utterance. It consists of *Verb ing+complement*. That structure can be interpreted as *gerund+complement* or *participle which modifies a noun*. Because of this condition, the data has a deep structure ambiguity. The interpretations; the banner shows that the shop

or product is spreading happiness to all around, or there is a happiness which spreads to all around.

k. Data (**We make a complete musician**)

This advertisement is about a music school. This is the utterance, *We make a complete musician*. The word *complete* has more than one meaning; *perfect* or *all*? This condition causes the data has a lexical ambiguity. The interpretations are; the music school will make someone to become a perfect musician who can play music perfectly, or make someone to be able to play all of music kinds completely.

l. Data (**X'treme power and protection**)

The utterance is *X'treme power and protection*. From the surface structure, we can see that the utterance consists of a coordinate head (*power and protection*) with one modifier (*X'treme*). *X'treme* can be modifier for *power and protection*, or *X'treme* as modifier for *power* only, not for *protection*. It is a surface structure ambiguity. The interpretations;

[X'treme][power and protection], the product has *X'treme power* and *X'treme protection*, or [X'treme power][and protection], *X'treme power* and general or usual protection.

2. Poster

a. Data (Connecting people)

Connecting people, that is the utterance of data. It is about an international cellular phone brand. This utterance consists of *Verb ing+complement* which has two interpretations; *gerund+complement* or *participle which modifies a noun*. This is a deep structure ambiguity. Here is the interpretations; The advertisement tells that the product can connect people among each other, or there are people who connect each other.

b. Data (Experience our innovation)

The data has an utterance, *experience our innovation*. These are two possible meanings; as an instruction to experience their innovation or an information that experience is their innovation? The ambiguity occurs because there is an ellipsis, so it has a deep structure ambiguity. Its interpretations; the advertisement wants the readers to experience the shop's or product's innovation, or just wants to show that experience is the shop's or product's innovation.

c. Data (Flower and home decoration)

The poster has an utterance *flower and home decoration*. *Decoration* is a head, and

flower and home is a coordinate modifier. Readers can place *flower and home*, or *home* only as modifier for *decoration*. Those ways will produce two different meanings. That is surface structure ambiguity. The interpretations are; [Flower] [and home decoration], a shop which sells flower and also sells home decoration, or [Flower and home] [decoration], a shop which sells flower decoration and also sells home decoration

d. Data (Made fresh for you)

Made fresh for you, that is the utterance. Actually, it has the word *you* which shows a referential. It can be ambiguous; *you* as a specific person or *you* as a general platitude. But as a public advertisement, of course that it is not for a specific person, so it can be sure that it is for general. So, will not be discussed as referential ambiguity. Then, its ambiguity is in deep structure. *Made fresh for you* means *making customers fresh* or *making something fresh for customers*? That sequence of the words actually have more than one meanings, it is a deep structure ambiguity. The interpretations; The room is very comfortable or the bakeries are very delicious, so everybody who come in it or consume the bakeries will feel fresh, or The

bakeries are very fresh, and it is made for customers.

- e. Data (Moslem fashion and accessories)

Moslem fashion and accessories is the utterance of data. It has a coordinate head (*fashion and accessories*) with one modifier (*Moslem*). When *Moslem* is placed as modifier for *fashion and accessories*, it will give different meaning from *Moslem* as modifier for *fashion* only, not for accessories. It has a surface structure ambiguity. The interpretations;

[Moslem][fashion and accessories], the shop sells moslem fashions and moslem accessories, or [Moslem fashion][and accessories], the shop sells moslem fashions and general accessories, not moslem accessories only.

- f. Data (My bike my experience, what's yours?)

My bike my experience, what's yours?, that is the utterance of data. To which does *yours* refer to; *your bike* or *your experience*? because there are two nouns here; *bike* and *experience*. Looking the case, it can be known that the data has referential ambiguity. The interpretations; the advertiser asks to the readers, if the readers' bike are experience as the advertisement?, or the readers' experience are bike as the advertisement?

- g. Data (Only woman and kids)

The poster contains the word *only*, one of certain words which can produce an ambiguity. *Only woman and kids*. Positioning *only* just for *woman* will produce a different meaning from positioning *only* for *woman and kids*. It can be known that the poster has surface structure ambiguity. The interpretations; [Only] [woman and kids], only for woman who is with kids. So, woman without kids will be refused, or [Only woman] [and kids], only for woman and only for kids. So, woman and kids are not in one, but apiece

- h. Data (Original VCD rental)

This is the utterance : *Original VCD rental*. It consists of inner modifier (*VCD*), and outer modifier (*Original*). *Original* can be a modifier for *VCD rental* or *Original VCD* is the modifier for *rental*. From it, it is known that the poster has surface structure ambiguity. The interpretations; [Original] [VCD rental], VCD rental in the advertisement is original, or [Original VCD] [rental], the poster is about a rental which provides original VCD.

- i. Data (Watering gallon is here)

Watering gallon is here, that is the utterance. *Verb-ing+noun* potentially has an ambiguity; as gerund+complement or participle which modifies a noun? It can be known that the

data has a deep structure ambiguity. The interpretations; it is the shop is a place for filling gallon with water, or the shop sells a gallon which contains water.

- j. Data (We are ready to contact)
Data shows a computer service advertisement. This is the utterance : *We are ready to contact*. An adjective which is followed by to+infinitive can be ambiguous in deep structure. So, it has deep structure ambiguity. The interpretations; The shop is ready to contact customers, or ready for being contacted by customers.

- k. Data (We try to serve customers better than others)
We try to serve customers better than others, that is the utterance. It is a preference form. Preference has a chance to be ambiguous. Its ambiguity occurs because there is an omitted phrase in the utterance. This data contains deep structure ambiguity. Here is the interpretations; the shop tries to serve the customers better than the shop serve others (buyer), or the shop tries to serve the customers better than others (shop) serve the customers.

3. Billboard

- a. Data (Baby kids shop)
The data utterance is *Baby kids shop*. People can think if it is a shop that sells baby kids or

baby kids equipment. The utterance is a sequence of words that has more than one meaning because of an ellipsis. It has a deep structure ambiguity. The interpretations; the shop sells baby and kids, or the shop sells baby kids equipment.

- b. Data (Coating is beautiful)
Data has the utterance *coating is beautiful*. It is ambiguous because the word *coating* has two meanings; *wearing a coat* or *doing coating (layering)*. It is homonym, it is a lexical ambiguity. The interpretations; the advertisement tells to the public that wearing a coat is beautiful, or layering is beautiful.

- c. Data (No. 1 in quality and service)
This advertisement is about computer shop. Here is the utterance, *No. 1 in quality and service*. Its ambiguity happens because the word *service* has two meanings; *serving* the customers in transaction or *repairing* the product for customers? It also has a lexical ambiguity. Here is the interpretations; the advertisement shows that the shop is number one in quality and serving the customers in transaction, or the shop is number one in quality and repairing the product for customers.

- d. Data (Play your apps with Treq)

Play your apps with Treq, it is the data utterance. The utterance is ambiguous because it uses a certain word which can product an ambiguity, the word is *with*. Positioning *with* just for the after noun (*Treq*) will give a different meaning from positioning *with* together with the before noun (*apps*) and after noun (*Treq*). This is surface structure ambiguity. The interpretations; [Play] [your apps with Treq], the advertisement suggests the readers to play their apps which is operated by Treq only, not others which are not operated by Treq, or [Play your apps] [with Treq], in order to play (all) their apps by using Treq.

- e. Data (*Ride the perfection*)
This billboard contains a motorcycle promotion. In it, there is an utterance : *Ride the perfection*. What does it mean? *Ride (to) the perfection* or *ride the perfect (motorcycle)*? The utterance is ambiguous with the ellipsis. It can be known that the data has deep structure ambiguity. Its interpretations; the motorcycle factory as a producer always tries and tries to reach the perfection, or the products (motorcycle) is on progress to go to the more perfection.
- f. Data (*Sallon and wedding gallery*)
The data contains this utterances, *sallon and wedding*

gallery. The coordinate modifier is *Sallon and wedding*, and *gallery* is the head which is modified. It can produce ambiguity because positioning *sallon and wedding* as modifier for *gallery* will have different meaning from *wedding* only as modifier for *gallery*. That is surface structure ambiguity. The interpretations; [Sallon] [and wedding gallery], the shop promotes a sallon and a wedding gallery, or [Sallon and wedding] [gallery], a sallon gallery and a wedding gallery.

- g. Data (*Take a wefie with smartphone Andromax C2S*)
Take a wefie with smartphone Andromax C2S. The utterance contains the word *with* which has a possibility to produce an ambiguity. Positioning *with* for the after noun only (*smartphone Andromax C2S*) will give a different meaning from positioning *with* together with the before noun (*wifie*) and the after noun (*smartphone Andromax C2S*). That is a surface structure ambiguity. The interpretations; [Take][a wefie with smartphone Andromax C2S], the advertiser wants to the readers to take a wefie which comes from smartphone Andromax, or [Take a wefie][with smartphone Andromax C2S], take a wefie connection by using smartphone Andromax C2S.
- h. Data (*The trusted parts shop*)

The trusted parts shop, that is the utterance. *The trusted* is an outer modifier, while *parts* is the inner modifier. Positioning *The trusted parts* as modifier for *shop* will give a different meaning from positioning *The trusted* as modifier for *partss shop*. It is surface structure ambiguity. The interpretations; [The trusted] [parts shop], a parts shop which is trusted, or [The trusted parts] [shop], a shop which sells the trusted parts.

- i. Data (Walls fight stains like no other)

Walls fight stains like no other is the utterance. Its ambiguity is in the word *other*, to which does it refer to? There are two nouns in front of the it, *walls* or *stains*? It has a referential ambiguity. The interpretations; the wall which is painted with the product can fight stains like no other wall which is not painted with the product, or other stains in other wall which is not painted with the product.

- j. Data (2 all new beat for everyone)

The data contains this utterance; *2 all new beat for everyone*. *Everyone* can shows a distributed reference or collected reference. So, its ambiguity is in its referential. It is a referential ambiguity. The interpretations; the factory is presenting two new beats for all people, or suggesting two new

beats for each person, the factory wants each person to buy those two new beats. So each person will buy two new kinds of beat at once.

CONCLUSION

This study was conducted to find applied Semantic theory about ambiguity by using Kreidler's theory. There are twelve banners, eleven posters, and ten billboards which contain ambiguous English advertisement utterances. After doing analysis and discussion, here are the conclusions:

1. Kinds of ambiguity of English advertisement that are found in in banners, posters, and billboards are lexical ambiguity, referential ambiguity, and syntactic ambiguity (surface structure and deep structure).
2. The interpretations of ambiguity of English advertisement that are found in banners, posters, and billboards are; lexical interpretations which contain a homonym, referential interpretations which refer to two references, *inner and outer modifier* interpretations, *coordinate head with one modifier* interpretations, *coordinate modifier for a head* interpretations, *certain function words that can produce* ambiguity interpretations, *verb-ing+complement* interpretations, *to+infinitive* interpretations, and *ellipsis* interpretations.

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